# GOVERNMENT OF INDIA
# INFORMATION AND BROADCASTING
# LOK SABHA

STARRED QUESTION NO:167
ANSWERED ON:04.08.2005
REVENUE EARNED BY DOORDARSHAN
Chouhan Shri Shivraj Singh;Murmu Shri Hemlal

**Will the Minister of INFORMATION AND BROADCASTING be pleased to state:**

(a) the revenue earned by Doordarshan through commercial programmes during 2004-05;

(b) the percentage increase in the income as compared to the last year;

(c) the steps being taken to increase the revenue through commercial programmes;

(d) whether the commercial tariff of Doordarshan is competitive as compared to the private channels; and

(e) if not, the reasons therefor?

## Answer

THE MINISTER OF INFORMATION & BROADCASTING AND CULTURE (SHRI S. JAIPAL REDDY)

(a) to (e): A statement is laid on the Table of the House.

STATEMENT AS REFERRED TO IN REPLY TO PART (a) to (e) OF LOK SABHA STARRED QUESTION NO.167 TO BE ANSWERED ON 4.8.2005

(a) Prasar Bharati have informed that total revenue earned by Doordarshan from commercial programmes during 2004-2005 is Rs.665.27 crores.

(b) Total percentage increase in the income as compared to last year is 25.47%.

(c) Prasar Bharati have informed that they have taken various steps to increase the revenue through commercials as per details annexed.

(d) Prasar Bharati have informed that Commercial tariff of Doordarshan is competitive as compared to the private channels.

(e) Does not arise.

ANNEXURE

ANNEXURE AS REFERRED TO IN REPLY TO PART (c) OF LOK SABHA STARRED QUESTION NO.167 TO BE ANSWERED ON 4.8.2005

Steps taken to increase Commercial Revneues:

1. In order to improve marketing of programmes, marketing divisions have been established at Mumbai, Chennai, Hyderabad, Delhi, Kolkata and Bangalore.

2. Steps have been taken to fully exploit the commercial potential of various programmes including films and film-based programmes.

3. A Development Communication Division has been established for securing business and catering to the publicity requirements of various Ministries/Government Departments/PSUs.

4. Efforts are being made to ensure that programme slots with advertising potential on various channels do not remain vacant.

5. Computerization of billing system of Doordarshan Commercial Service at Delhi has been done in order to ensure timely preparation of bills.

6. In order to promote the programmes of Doordarshan and its brand image, barter arrangements for newspaper publicity have been made with various newspapers and magazines.

7 Special care is being taken to acquire quality software from various professional software houses.

8. Steps have been taken to improve the transmission quality with digitalization of signals and cable operators now have been given option to download signals either in Analog mode or Digital mode.

9. The Commercial Rate Card is being constantly reviewed and revised to bring it in tune with market practices.
10. For taking quick decisions in commercial matters, an empowered committee comprising the CEO, DG(AIR)and DG(DD) has been constituted.
11. In order to eliminate, large number of non-serious agencies, amount of bank guarantee to be submitted by accredited agencies have been increased from Rs.3.00 lakhs to Rs.25.00 lakhs.
12. Producers are now required to submit bank guarantees equal to telecast charges for eight weeks in order to protect the credit period.
13. Extension of current programmes/slotting of new programmes are subject to satisfactory payment behaviour.
14. Payment behaviour is being regularly monitored and action is initiated for recovery including suspension of accreditation, legal notice, arbitration etc.

The net result of these steps can be seen in Doordarshan earning the highest commercial revenue so far of Rs.665.27 crores in 2004-05.